



PARTNERSHIP PROPOSAL

2023

WHO WE ARE:

We are a leader in Canadian youth baseball, recognized across North America for our long term tradition of providing championship opportunities to children and coaches in divisions aged 4 to 18 since 1956.

We are a well run landmark organization in Surrey, British Columbia. We have 7 well maintained baseball diamonds at Whalley Athletic Park, as well, we have two permanent indoor practice facilities, club houses, concession operations, and grandstands full of cheering family and friends. During our 67 year history, thousands of Surrey children and parents have had the opportunity to progress through our organization. They have developed life skills that reach beyond baseball and reflect the Little League motto of Courage, Loyalty, and Character.



HOW YOU CAN BENEFIT:

Whalley Little League (WLL) offers marketers the critical elements that make sponsorship a powerful and unequalled brand and business builder. Your company name, product and services can be showcased in places where your competition does not exist. Engaging the Little League community in the lower mainland with your company's message will leave a lasting impression.

WE OFFER:

HOME RUN FENCE SIGNS (STANDARD SIZE): LOCATION 1 ON APPENDIX B

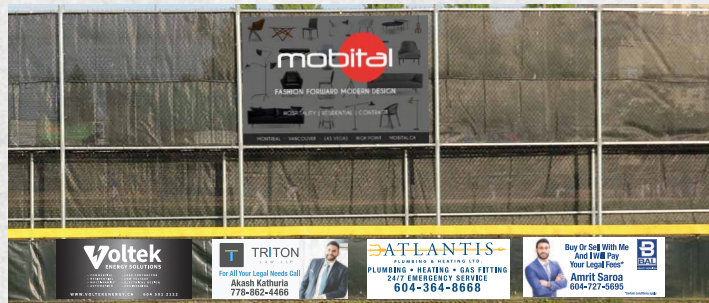
- Supply and install advertising sign to home run fence at Orest Springenatic Field - panel size 3'- 6" x 8'- 0"
- Cost per panel (Year 1).....\$ 800.00
- Price includes fabrication and installation of sign. Sponsor to provide vector format artwork at their cost.
- Renewal of agreement to place sign on fence for one year terms after Year 1\$ 450.00



* Options for multiple wide adjacent panels available

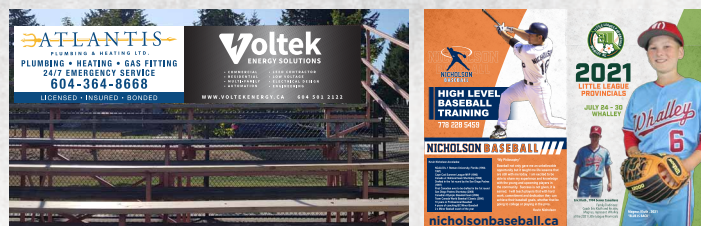
HOME RUN FENCE SIGNS (SUPER SIZE): LOCATION 2 ON APPENDIX B

- Supply and install of advertising sign to home run fence at Orest Springenatic Field - panel size 9'- 6" x 7'- 0"
- Cost per panel (Year 1).....\$ 1,200.00
- Price includes fabrication and installation of sign. Sponsor to provide vector format artwork at their cost.
- Renewal of agreement to place sign on fence for one year terms after Year 1\$ 700.00



BLEACHER SIGNS (OREST SPRINGENATIC FIELD)- LOCATION 10 AND 11 ON APPENDIX B

- Supply and install advertising signs to bleacher railings at Orest Springenatic Field (field facing)- panel size 3'- 6" x 8'- 0"
- Cost per panel (Year 1).....\$ 800.00
- Price includes fabrication and installation of sign. Sponsor to provide vector format artwork at their cost.
- Renewal of agreement to place sign on fence for one year terms after Year 1\$ 450.00
- ** Options for multiple wide adjacent panels available



- *** placement of adds in Whalley's 2023 season Program can be added to signage options for the following prices:
- full page colour add.....\$250.00
- half page colour add.....\$125.00

SCOREBOARD SIGNAGE: SMALL SCOREBOARD LOCATION 1 ON APPENDIX B

The focal point for any baseball game is the constant updates on the scoreboard. Spectator's eyes are constantly switching from the action on the field to the scoreboard where they can

track the count and see live updates of the score.

For the upcoming 2020 season we have three opportunities for placement of your sign and message on the scoreboard at our flagship diamond, Orest Springinatic Field. The available opportunities are outlined in the elevation to the right

Costs include supply and installation of sign by Whalley Little League. Vector artwork is to be provided by sponsor.



Mark	Sign Size	Term	Cost
1	32" x 7' - 6"	5 years	\$4,500.00
2	32" x 7' - 6"	5 years	\$4,500.00
3***	12' - 0" x 28"	5 years	\$6,000.00

***Price includes fabrication and installation of scoreboard sign and 1 additional 3' - 6" x 8' - 0" sign to be installed on the home run fence of Orest Springinatic field

SCOREBOARD SIGNAGE: LARGE SCOREBOARD LOCATION E ON APPENDIX B

The jewel in the crown at Whalley Athletic Park is Gord Sturko Field. Located at the corner of University Drive and 105A Ave. The full size diamond is home to Whalley Little League, Whalley Chiefs and Douglas College Royals, it features a 10 inning scoreboard. Opportunities for placement of your signage are available now, per the following Elevation and table

WHALLEY CHIEFS

The Whalley Chiefs compete in the BC Premier Baseball League, the pre-eminent league for high school aged players in Canada. Whalley has four teams, Senior, Junior and Bantam divisions. (2) All players competing in the Premier League are elite players for their age who are striving to make it to the next level. Since 2000, Whalley have placed seventy-three players in Canadian and US colleges. Ten of their players have been drafted by Major League organizations. Three of which were first round picks, the highest number of first round picks for any organization in Canada.

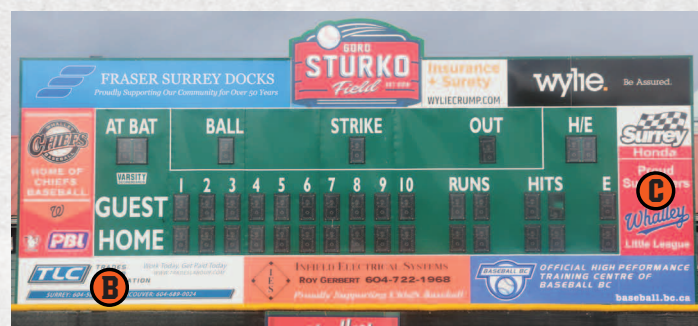
Both Junior and Senior teams play their home games at Gord Sturko Field. The total number of home games for both divisions is 50. Opponents include teams from Vancouver Island, Kelowna and the Lower Mainland.



DOUGLAS COLLEGE ROYALS

Douglas College is entering its 20th year of existence and is one of the best post-secondary options for Canadian baseball players. The Royals' program has been a launching pad for players who have wanted to continue their academic pursuits while playing against elite US competition. Over the years, Douglas College has sent many players to both NCAA and NAIA institutions as well as having four players selected in the MLB draft. Former Royal, Scott Richmond, who pitched for the Toronto Blue Jays, got his start in the Douglas College program.

Douglas offer a two year program that belongs to the Northwest Athletic Association of Community Colleges (NWAACC). The league is comprised of 35 colleges all located south of the border in Washington and Oregon. Douglas College use Gord Sturko Field as their practise facility as well as the venue for all their home games.



Mark	Sign Size	Term	Cost
A	Not available		
B	31" x 12' - 0"	5 years	\$4,200.00
C	8' - 0" x 4' - 0"	5 years	\$5,200.00

SCOREBOARD PARTNERSHIP:

Whalley Little League is seeking partners to assist with the purchase and installation of a new scoreboard at Whalley Athletic Park - Diamond 3 (The Junior Diamond). In return for financial support our organization would offer advertising signs on Diamonds 1, 2, 3 and 5. Signs on Diamond 3 would be integrated with the proposed new scoreboard.

We're seeking potential sponsors to fund the installation of a new 7 inning scoreboard complete with pitch counter and wireless remote. A budget has been prepared and the estimated total cost for purchase and installation of the new scoreboard would be approximately, \$ 30,500.

In return for a one time payment of\$25,000 the "Sponsor" would receive from the "Sponsee" the following:

- Sponsor's Logo prominently displayed on Sponsee web site for seven (7) years after the first



- day of operations of the new scoreboard:
- Signage showing the "Sponsors" brand in 4 prominent locations at Whalley Athletic Park. Costs for all sign will be borne by the "Sponsee" and will remain in place for a period of seven (7) years after the first day of operations of the new scoreboard. Refer to "PLAN - SIGN LOCATIONS" on the following page of this proposal

Location A:

1: 18'-0" x 2' - 6" sign a top of the proposed new scoreboard. Sign would be per the sponsor's requirements, similar to that depicted on "ELEVATION OF PROPOSED NEW SCOREBOARD" contained in this proposal.

Location B:

1: 12'-0" x 8' - 0" sign on the home run fence Diamond #1. Whalley Chiefs and Douglas College Royals play their home games on this diamond.

Location C:

1: 3'-6" x 8' - 0" sign on the home run fence of Diamond # 2, the main diamond for Little League, regular season, tournament games and special events.

Location D:

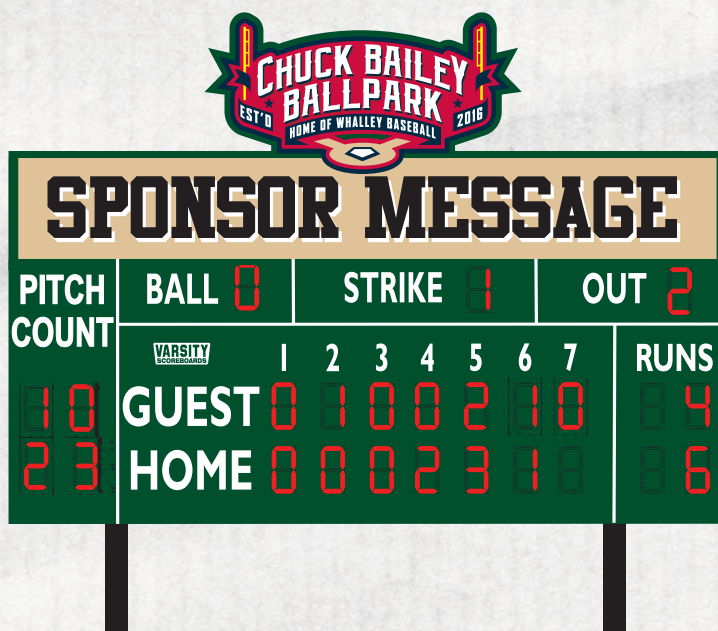
1: 4'-0" x 8' - 0" sign on the home run fence of Diamond # 5, Little League's second diamond, The sign would have exposure on University Drive and to patrons using the SkyTrain. Two locations available for scoreboards. (Locations 8 and 9 on Appendix B)

ALL STAR TEAM SPONSORSHIP:

Each year WLL teams embark on a summer of baseball. Whalley's record is second to none. Our teams, since inception, have appeared in over 90 Provincial, 70 Canadian and 20 "World Series" championships. Whalley teams have represented Canada in the Little League World Series in Williamsport, Pennsylvania in 1973, 78, 98, 2005, 06 and 2018. Send your brand along with Whalley as they compete each year in these prestigious tournaments.

Sponsorship priced as follows

- 2 teams available for sponsorship (10U and 11U)
- Pre-game warm up shirts to carry sponsor logo
- Game jerseys and coaches shirts to carry sponsor logo on chest
- Portable banner carrying sponsor logo to be hung at in visible location at all tournament games
- Total price per team: \$ 3,000.00



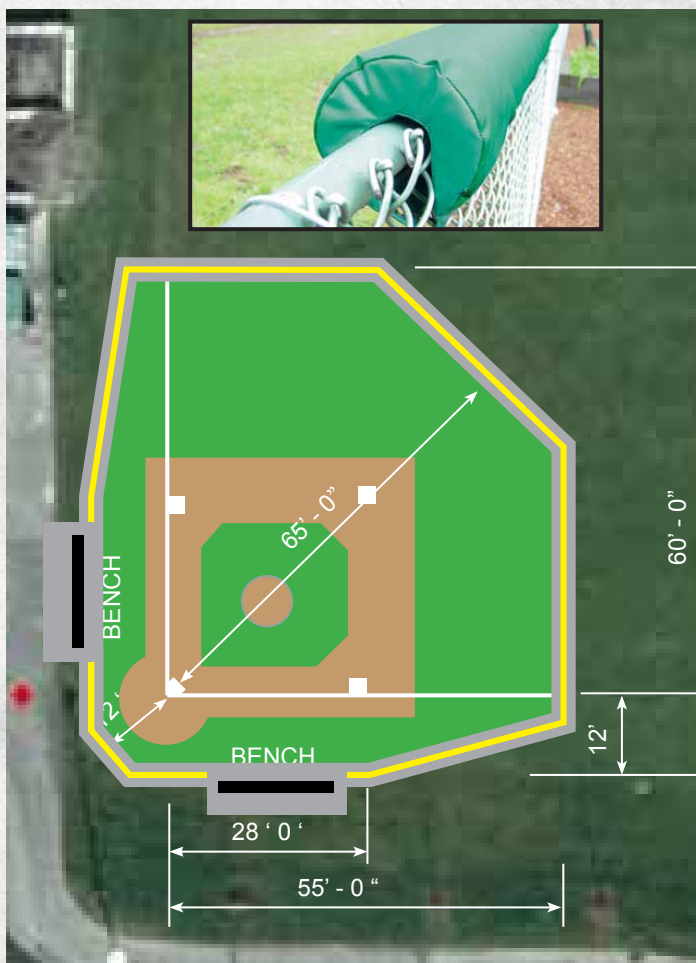
ELEVATION OF PROPOSED NEW SCOREBOARD

WIFFLE BALL DIAMOND: (LOCATION 6 ON APPENDIX B)

Wiffle ball diamonds have become increasingly popular across North America. Kids play on a scaled down ball field, with plastic bats and balls. They pick their own teams, make their own rules and just play. They have fun without structure and supervision. Think "Sandlot". Think kids just being kids. The diamond will be where brothers and sisters, friends and teammates can play together to develop an everlasting love of baseball and become our coaches and volunteers of tomorrow. Whalley Little League have secured a Provincial grant to construct such a diamond and are looking for a partner that operates in our community to become involved in this exciting initiative. The Provincial grant is conditional on our league providing matching funds.

PROPOSED PARTNERSHIP:

- Level 1: 1-16' x 4' Sign on HR Fence (Location 6 on Appendix B) 2 - 4" x 8" engraved bricks to patio (Location 7 on Appendix B)
10 year term at cost of..... \$5,000
- Level 2: 1-16' x 4' Sign on HR Fence (Location 6 on Appendix B) 2 - 8" x 8" engraved bricks to patio (Location 7 on Appendix B), 1 sponsor sign on OSF 8' x 42"
10 year term at cost of..... \$10,000
- Level 3: 1- 40' x 4' Sign on HR Fence (Location 6 on Appendix B) 2 - 4" x 8" engraved bricks to patio (Location 7 on Appendix B) 2 - sponsor sign on OSF 8' x 42" An annual "Sponsor Named" wiffle ball tournament will be introduced to coincide with future opening days.
10 year term at cost of..... \$17,500
***Price includes fabrication and installation of signs and bricks



OUR FOUNDERS:

Whalley Little League has been in existence for 66 years, we are extremely proud of our accomplishments. Those accomplishments would not have been possible without many dedicated volunteers. Orest Springenatic and Chuck Bailey

were two of the finest. In appreciation of their tireless efforts we would like to recognize them by placing their images on either side of Orest Springenatic field. The images would be complimented by signs of supporting sponsors. Orest's sign, Chuck's sign and 2 sponsor signs are available in 2 locations - 10 and 11 on Appendix B, Signs, and frames are included in package. 4 sponsor signs total (3 year term)..... \$6,000.00 (4) or \$1,800 per sign



TOURNAMENT SPONSORSHIP:

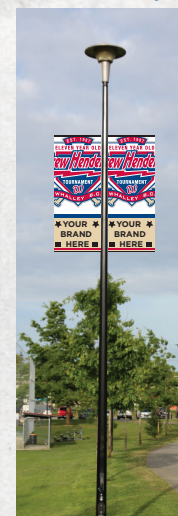
Each July, WLL hosts the pre-eminent 11 year old tournament in BC. "The Drew Henderson Memorial", 9 days of games for the 12 participating teams form throughout the lower mainland. Hosted concurrently with our "Rookie Invitational" (10 teams of 8 year olds) the atmosphere and quality of games is second to none. Being associated with such an event will be sure to enhance your brand.

Sponsorship is priced as follows:

- 4' - 0" x 4' - 0" signs placed on dugout ends at Orest Springenatic Field (OSF) - 2 locations for duration of tournament (3 & 4 shown on Appendix B)
- 8' - 0" x 3' - 6" sign placed on OSF home run fence for duration of tournament and for the 2023 regular season (Location 1 on Appendix B). Placement location to maximize exposure for tournament live streams. All Whalley games will be live streamed.
- 5' - 0" x 2' - 0" Light Pole banners in the vicinity of OSF- 3 locations (locations 5)
- Full page add in Tournament Program
- Your company logo on all official signs (e.g.: standings, tournament schedules etc.) and
- Public address announcements at OSF thanking your company for their generous support.
- Minimum of 4 - 15 second promotions of sponsor on tournament live streams

Total price (1 year):..... \$ 3,000.00

Total price (2 year):..... \$ 5,000.00





APPENDIX B

WHALLEY ATHLETIC PARK



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